

**Version**

**4.2**



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Change the Way You DNN.

# SEO Module User Manual

PACKFLASH.COM

# SEO Module User Manual

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Thank you for purchasing our PackFlash SEO Module, and make sure to check out all of *PackFlash*'s other premium modules for your future projects. Our goal at *PackFlash* is to give administrators the tools they need to create truly professional websites. Let us know if there is anything we can do better.

The following instructions will lead you, step by step, through the installation of the module(s). We ***strongly recommend*** that you back-up your website and database prior to doing any module installations. PackFlash has performed rigorous testing on all of our products, but it is impossible to account for every scenario. It is best practice and, again, ***strongly recommend*** that you back-up your website and database prior to any module uploads to your DNN website.

The PackFlash SEO module provides the following benefits:

1. Management and control of all URLs for DNN website, rather than just DNN pages for the purposes of creating friendly URLs and re-directs. This means that an administrator will be able to manage and modify URLs that are associated with any module without integration including blogs, articles, news items, press releases, videos, ecommerce products, categories, galleries, events, etc.
2. Creation of an XML sitemap that including all URLs in the PackFlash SEO Module that communicates with the search engines what pages exist on the website. Decisions of what to include are the responsibility of the administrator.
3. Creation of a robot.txt file that communicates to the search engines what files that they should avoid and not index. Decisions of what to include in the robot.txt file are the responsibility of the administrator of the website. Some default choices have been made initially.
4. Generation of a text sitemap that could show as many or few of the URLs found on the website. Decisions of what to include in the text sitemap are the responsibility of the administrator of the website.

5. Ability to find and display broken links.
6. Provides the ability for an administrator to centralize the SEO title, description, and keywords for any URL on a website. This can be done using the PackFlash SEO Dashboard or by exporting the data to Microsoft Excel or an XML file. The modifications for SEO can be completed for every URL on the entire site and then re-imported to the site. New friendly URLs can be provided in this manner as well, allowing for the migration of SEO data and re-directs when creating a new DNN site. This is particularly useful when the old site is NOT a DNN site.

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# I. Installation Instructions for PackFlash SEO Module

*NOTE: Installation instructions vary slightly from DNN 5, DNN 6, and DNN 7. For demonstration purposes, instructions are presented for DotNetNuke 6 and higher.*

## 1.1. Installation - DotNetNuke 06.00.00 or higher

- 1.1.1. Login as “host” to the DotNetNuke website.
- 1.1.2. Within the Host Menu in the Control Panel at the top-left corner of the screen, choose “Extensions” in the left column of the dropdown list. This will show the screen below.

**EXTENSIONS**

manage

Installed Extensions Available Extensions Purchased Extensions More Extensions [Expand All](#)

This application contains an Update Service which displays an icon when a new version of an Extension is available. The icon displayed will contain a visual indication if a currently installed Extension contains a potential security vulnerability. If a security vulnerability is identified, it is highly recommended that you upgrade to the newer version of the Extension. Clicking the icon will redirect you to a location where you will be able to acquire the Extension for immediate installation.

Find available language packs: ☐ Not Specified

**Modules**

Name	Description	Version	In Use	Upgrade?
<b>Authentication</b>	Allows you to manage authentication settings for sites using Windows Authentication.	1.0.0	No	
<b>Banners</b>	Banner advertising is managed through the Vendors module in the Admin tab. You can select the number of banners to display as well as the banner type.	1.0.0	No	

- 1.1.3. While making the mouse hover under the main area of the Extensions screen, the “Manage” button in the upper left corner of the module will get brighter. Hover over the “Manage” button to produce the action menu. Within the action menu, choose “Installation Extension Wizard” under the top Edit section. Making this

selection will produce a modal (popup) window for the installation process represented in the screen below.

#### Upload New Extension Package

- 1.1.4. Use the “Browse” button of the popup window to choose the most recent installation file for the module in question that was downloaded from packflash.com. Then click the “Next” button. This will produce a screen like below.
- 1.1.5. Click the “Next” button on the Package Information screen.
- 1.1.6. Click the “Next” button on the Release Notes screen. This screen may have important information on the latest release of the module(s).
- 1.1.7. Check the box to accept the license and click the “Next” button on the Review License screen. **NOTE: Accepting the license is accepting the terms of the license agreement, so please read the license agreement carefully before proceeding.**
- 1.1.8. The next screen will show all of the events of the installation process in order that the occurred. Scroll through the entire list making sure that there are no red errors or warnings. If there are any errors, please report them immediately to [success@packflash.com](mailto:success@packflash.com) with the error message.

## 1.2. Using Licensing to Activate Module(s)

- 1.2.1. After installation, a page named “Constellation” will be added to the Admin menu of the Control Panel in the upper left corner with the Constellation module will be of the screen. Click the Constellation page to view the Constellation options like below.
- 1.2.2. With a new installation, no modules will be activated and all module icons in the top section will be greyed out. Access to the module and functionality will not be provided before activating the module through licensing. Without an active license, the module will automatically re-direct the user to the licensing screen and will not provide the ability to administer the module. Any modules previously installed and activated via licensing will be retained on an upgrade. To activate a module, first

obtain a license key by visiting <http://www.packflash.com/packflash-module-license-key-retrieval>. If you have not already purchased a module, follow the instructions on page:

<http://www.packflash.com/DotNetNukeModules/ModuleTrials/ModuleTrialInstructions/tabid/261/Default.aspx>.

- 1.2.3. With the license key copied, click on the “Licensing” icon or link. This will bring up the screen below.
- 1.2.4. Click the module name that you wish to install on the menu on the left and paste the license key into the corresponding box for that module. Then click “Update”.
- 1.2.5. The text “License is Valid for XXX” where XXX is the name of the module being activated. If the license is not valid or expired, a message related to this will be presented.
- 1.2.6. Repeat this same process for all modules that need to be activated.



## II. Getting Started with the SEO Module

*The PackFlash SEO module is a website application designed to manage friendly URLs and search engine meta data information.*

*For the most part, this document is designed to provide HOW to perform a function, rather than WHY to perform a function or what best practices should be used. In some cases, context and detail is provided to cover the basic ideas.*

### 2.1. System at a Glance

The PackFlash SEO Module is made up of one module called the PackFlash SEO Dashboard. This module generally works in the following manner:

The PackFlash SEO Module generates URLs each time that a user requests a new URL from the website. At this time, the system looks up whether that URL currently exists in the system. If the URL is found, it follows the rules to send the user to the proper location. If it is not found, then the system performs a “mini-crawl” on that page.

During the “mini-crawl”, the following information is recorded for every unique URL:

- The URL discovered
- The DNN page associated with the URL
- The SEO Title
- The SEO Description
- The SEO Keywords

After this is done, the system generates all re-directs that are known to exist on any particular page. The example of a DNN page that has the following URL with Human Friendly URLs turned on (the default settings on the most recent versions of DNN) – <http://www.domain.com/AboutUs.aspx>, where the URL is located on TabID number

42...this would result in the PackFlash SEO system automatically creating the following re-directs:

<http://www.domain.com/AboutUs/tabid/42/default.aspx>

<http://www.domain.com?tabid=42>

<http://www.domain.com/tabid/42/default.aspx>

In addition, PackFlash SEO will propose the following URL as the suggestion for the default URL – <http://www.domain.com/about-us.aspx>. This example assumes that the SEO Title was “About Us” and the administrator had chosen “.aspx” as the extensions for the URLs of the site.

**NOTE: the PackFlash SEO Module uses the SEO TITLE as the basis for its friendly URLs. This is a best practice IF you are making sure that your Titles are SEO friendly, but may result in some long URLs depending on the choices made on your site. This is perfectly acceptable and desired, but you can modify this later for shorter, marketing-friendly URLs later as well. The search engines typically prioritize keywords that are placed earlier in the title and URL (to the left) and typically ignores keywords after the first 25 characters. Use care when choosing the titles of your pages/URLs.**

If a URL is found to be “broken” (no destination) or a link that currently was live is no longer found, then it will be grouped as “broken” and stored in a separate table. This gives the administrator the chance to discover the broken links and choose what to do with them at their earliest convenience. All other URLs will be grouped according to their TabID (or DNN page).

## 2.2. DNN Pages Created

2.2.1. A page for the dashboard of the module (e.g. “PF SEO Dashboard”) was created. This page and module are only visible by administrators, by default. This page and module currently serve as a central location for license management.

2.2.1.1. This page can be accessed through the Admin dropdown menu in the Control Panel, by visiting the Constellation page, or by editing an item directly on the detail/list page(s).

## 2.3. Initial Start-Up Screen

After performing installation/activation and visiting the PackFlash SEO Module for the first time, the following page will be presented:

## Welcome to the PackFlash Friendly URL & SEO Module

### Getting Started

Page Extension to Apply to Friendly URLs

#### Approval Process

☐ Automatically review and approve all URLs. This will make new friendly URLs live immediately.

☒ I want to manually review and approve all URLs created by the system before they go live on the site.

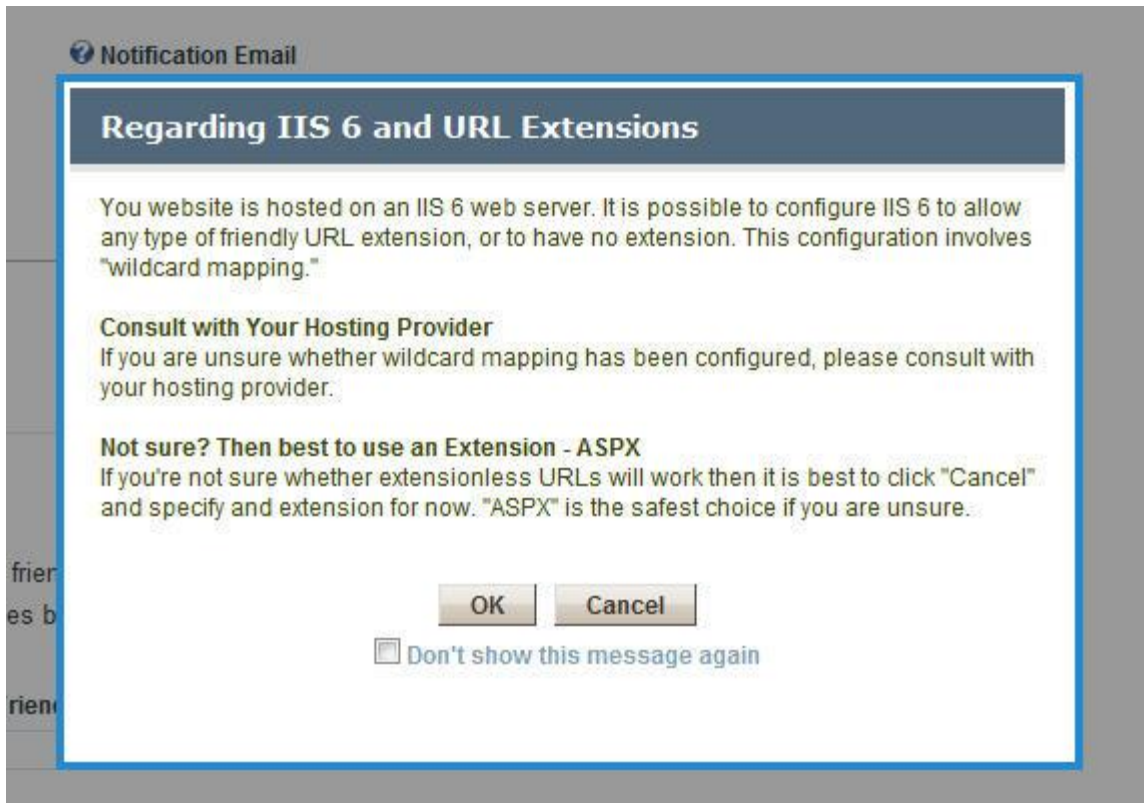
Default Portal Alias:

Notification Email

[Review advanced options ►](#)

#### Manage Web.config

**Page Extension** - the page extension for the URLs. The default is “.aspx”, but it can be changed within the extent the version of IIS and how IIS is setup. If anything other than “.aspx” is chosen and IIS 6 is being used, a warning will be provided that more actions need to be taken to make the extension work. If IIS 7 is being used, then it will accept it, because no more changes are needed. At this point, extension-less URLs (no extension) can be set up.



**Approval Process** – this setting provides the administrator with the ability to decide whether URLs will automatically be approved as they are found, then create friendly URLs that will be active immediately OR all URLs will need to be reviewed and approved before they become active on the site.

**Default Portal Alias** – the default to the current portal alias.

**Notification Email** – the default email will be the email of the administrator of the website.

## 2.4. After Clicking the “Create Friendly URLs Now” Button

The system will process all DNN pages and create friendly URLs in the system based on the rules on the Setting page and re-direct to the “Manage Friendly URLs” page like below:

Manage URLs ?

Select / Filter URLs To Work With

Custom Search

Search for URLs

GO

Sort By:

Most recently discovered

Pages: 1 2 3 4 ... 44 45 46 47 48 49 50

Page Info	Active?
<div>Page Title: <b>Events</b></div> <div>Current Default Friendly URL: <b>/events-3.aspx</b></div> <div>Packflash reference URL /latestthinking/events/tabid/101/Inmoduleid/458/default.aspx</div> <div>Manage ▶</div>	<input checked="" type="checkbox"/>
<div>Page Title: <b>John</b></div> <div>Current Default Friendly URL: <b>/john.aspx</b></div> <div>Packflash reference URL /demoinfo/tabid/85/articleid/94/john-jones.aspx</div> <div>Manage ▶</div>	<input checked="" type="checkbox"/>
<div>Page Title: <b>Kings Video</b></div> <div>Current Default Friendly URL: <b>/kings-video.aspx</b></div> <div>Packflash reference URL /resourcecenter/acmetv/tabid/90/lvid/93/mvid/432/kings-video.aspx</div> <div>Manage ▶</div>	<input checked="" type="checkbox"/>

At this point, each URL can be managed individually by finding the appropriate URL and clicking the “Manage” link to expand the information for the URL. For more information, see section 3.2 below.

## III. PackFlash SEO Dashboard

*The PackFlash SEO Dashboard is the central location for administrators to be able to manage licensing, add/manage individual URLs, and manage overall behavior of the system.*

*The SEO Dashboard is designed to fit in a pane with a **MINIMUM of 920 pixels wide**.*

### 3.1. Licensing

A valid/active license is required for the module to work correctly. This can be a 30-day trial license. If a license expires or becomes invalid for any reason,

Licenses can be managed by logging into packflash.com and visiting: <http://www.packflash.com/packflash-module-license-key-retrieval>.

The steps to follow are below:

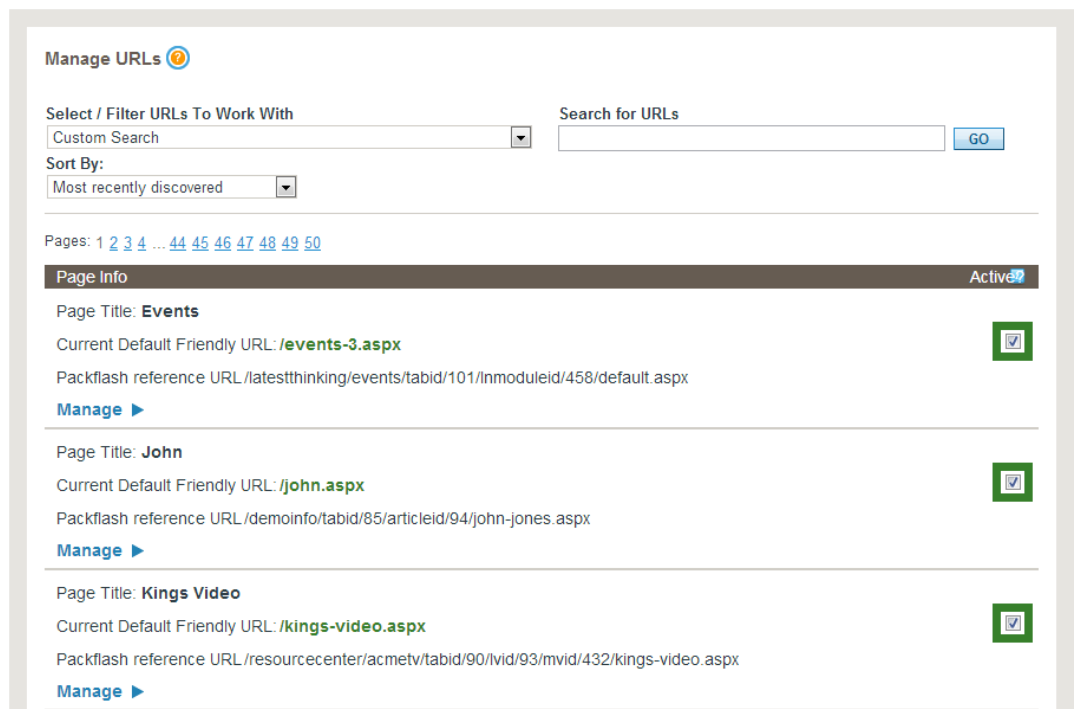
- 3.1.1. Install the package on the website.
- 3.1.2. Log into packflash.com.
- 3.1.3. Visit the link above to “manage licenses”.
- 3.1.4. Enter domains for the products of interest. If no production licenses have been purchased, the section at the bottom provides the ability to create trial license keys good for 30 days from the time of entry.
- 3.1.5. Copy the presented license key.
- 3.1.6. Go to Constellation screen.
- 3.1.7. Click “Licensing” icon.


- 3.1.8. On the left navigation, click the module that needs to be activated.
- 3.1.9. Paste the license key into the license box and click the “Update/Activate” button.
- 3.1.10. A success message should be presented that the license key is valid for the domain.
- 3.1.11. If a message isn’t provided, re-check the steps. Contact [success@packflash.com](mailto:success@packflash.com) with problems.


## 3.2. Manage Friendly URLs


The “Manage Friendly URLs” screen provides the ability to make modifications to each URL, approve or un-approve URLs, delete URLs, add new friendly URLs, and change the default URL.

The initial state will be to show all URLs ordered in reverse order of when the URLs were created. The most recent URLs will be first.










**Manage URLs** 

Select / Filter URLs To Work With:   Search for URLs:

Sort By:  

Pages: 1 2 3 4 ... 44 45 46 47 48 49 50

Page Info	Active 
Page Title: <b>Events</b> Current Default Friendly URL: <b>/events-3.aspx</b> Packflash reference URL /latestthinking/events/tabid/101/inmoduleid/458/default.aspx <a href="#">Manage</a> 	
Page Title: <b>John</b> Current Default Friendly URL: <b>/john.aspx</b> Packflash reference URL /demoinfo/tabid/85/articleid/94/john-jones.aspx <a href="#">Manage</a> 	
Page Title: <b>Kings Video</b> Current Default Friendly URL: <b>/kings-video.aspx</b> Packflash reference URL /resourcecenter/acmetv/tabid/90/vid/93/mvid/432/kings-video.aspx <a href="#">Manage</a> 	

- 3.2.1. Searching/Finding URLs – to find URLs to manage, use the dropdown for the DNN page to allow filtering, use a specific URL, or a page title. In the below example, the title “partner page” was searched:

The screenshot shows the 'Manage URLs' interface. At the top, there's a header 'Manage URLs' with a help icon. Below it, there are two main sections: 'Select / Filter URLs To Work With' and 'Search for URLs'. The 'Select / Filter URLs To Work With' section has a dropdown menu set to 'Custom Search' and a 'Sort By' dropdown set to 'Most recently discovered'. The 'Search for URLs' section has a text input field containing 'partner page' and a 'GO' button. Below the search bar, there's a section titled 'Pages:' which contains a table. The table has a header row with 'Page Info' and 'Active?'. The first row of data shows 'Page Title: DNN Partner Page' with an 'Active?' checkbox checked. Below the table, there's a 'Manage' link with a right-pointing arrow. At the bottom, there's another 'Pages:' section which is currently empty.

- 3.2.2. Understanding the URL management area

This screenshot is identical to the one above, but with five red arrows pointing to specific elements in the 'Pages:' section. Arrow 1 points to the 'Page Title: DNN Partner Page' text. Arrow 2 points to the 'Current Default Friendly URL: /dnn-partner-page.aspx' text. Arrow 3 points to the 'Packflash reference URL /latestthinking/dnnpartnerpage.aspx' text. Arrow 4 points to the 'Active?' checkbox, which is checked. Arrow 5 points to the 'Manage' link with a right-pointing arrow.

**Item #1 – Page title.** This item was discovered through the “mini-crawl” and the SEO Title meta data information on the page. This item also is a link to the page, making it easy to evaluate the page itself.

**Item #2 – Current Default Friendly URL.** This item indicates the resultant url that will show in the address bar of the browser as well as the 301 re-direct of the page.

**Item #3 – Original found URL.** This item represents the original URL that was browsed. In this example, since it is a DNN page, it shows the URL that DNN produces by default.



**Item #4 - Approve/Unapprove Checkbox.** This checkbox allows for approving and unapproving the URL itself. After checking and unchecking the box, some information will update.

**Item #5 – “Manage” link.** This link allows for additional selections be made (discussed below).

### 3.2.3. “Manage” Area

Pages:

Page Info

Active

Page Title: **DNN Partner Page**

Current Default Friendly URL: **/dnn-partner-page.aspx**

Packflash reference URL /latestthinking/dnnpartnerpage.aspx

**Manage** ▼

All URLs

Packflash reference URL (Being Redirected): /tabid/320/Default.aspx

Use DNN Default Url ☐

/Default.aspx?tabid=320

PackFlash created re-directs. These cannot be edited or deleted.

Make Default

/LatestThinking/DNNPartnerPage/tabid/320/Default.aspx

PackFlash created re-directs. These cannot be edited or deleted.

Make Default

/LatestThinking/DNNPartnerPage.aspx

PackFlash created re-directs. These cannot be edited or deleted.

Make Default

/dnn-partner-page.aspx

Generated by PackFlash Friendly URL & SEO module

Current Default

Create A Friendly URL or Provide an Existing URL to Re-direct to the Default

Delete URL

Ignore URL

More Options ►

**Item #1 – the URLs that are currently being re-directed for the URL in question (if the URL is approved).** In this example, since the URL is a DNN page, the PackFlash module created multiple versions that represent the same page and automatically will re-direct these to the resulting URL.

**Item #2 – Checkbox for indicating to use the original default URL.** This will make the system use the DNN url that was originally requested. In some situations, it is clear that the DNN URL will be the preferred alternative. This may happen in situations where SEO is not as much of a concern, such as the login page. Naming the “Login” page “Login” as a parent page in DNN with the latest versions of DNN will provide a “Human Friendly” version similar to the following – <http://www.domain.com/Login.aspx>. Unless the administrator has provided a more descriptive SEO Title than “Login” for the page (which is the preferred SEO action for MOST pages – the login page is a typical exception), then when the PackFlash SEO module discovers this page, it will read the SEO Title as “Login” and create a

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“proposed Friendly URL” based on this Title. Because “Login.aspx” is already used in this case, the PackFlash system will propose a friendly URL of “login-2.aspx”. The reason is that it is set to always do it’s best to suggest a likely friendly URL based on the SEO Title and it is programmed to compensate for situations where there might be duplicate SEO page Titles (this happens quite often for “Contact Us” pages, for instance – although they should have different SEO page Titles, sometimes administrators do not spend the time on pages that will not produce much SEO value). When this happens, there is a checkbox toward the right side of the “Manage SEO Information” section where the decision to choose “Use DNN default” exists. This will re-direct all versions of the page to the original DNN URL.

**Item #3 – PackFlash reference URL.** This is the URL that the PackFlash module will use to always find the correct URL.

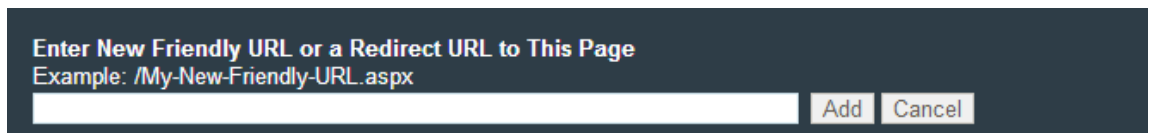
**Item #4 – “Delete URL” button.** Clicking this button will delete the URL and all of the associated URLs from the database. This allows for starting over if a mistake is made.

**Item #5 – “Ignore URL” button.** Clicking this button will set the URL to be ignored by the PackFlash system, but not entirely delete the record from the database. These URLs can be found by choosing the dropdown for “All Manually Removed Pages”.

**Item #6 – “Make Default” button and “Current Default” indicator.** The indicator shows which URL is being used as the default and will have all the others re-directed (301 re-directs). The “Make Default” button allows for changing the default to another one of the individual URLs in the list.

**Item #7 – “Create a Friendly URL or Provide an Existing URL to Re-direct to the Default”.** This button allows for adding URLs manually to the PackFlash system (more details below).

#### 3.2.4. Add URLs Manually



Enter New Friendly URL or a Redirect URL to This Page  
 Example: /My-New-Friendly-URL.aspx

After clicking the “Create a Friendly URL or Provide an Existing URL to Re-direct to the Default”, the system will provide a box that will allow for manually entering a URL to the system. After a URL is added, it can then be deleted or made to be the default URL.

### 3.2.5. “More Options” Area – Section 1

More Options ▼

Redirect this URL

Search for url to redirect to:

☒ DNN Generated URLs
 ☐ Default Friendly URLs

Redirect this URL to the Chosen URL below:

This area provides the ability to search for another URL to re-direct the existing one to. This is called “transforming”. After choosing a URL from the search results and clicking the “Transform” button, all of the URLs that are included in the list will be added to the list of the selected URL.

## 3.2.6. “More Options” Area – Section 2

**MANAGE SEO INFORMATION**

☐ Include in XML sitemap
 ☒ Include in Text sitemap
 ☐ Include in Robot.txt file
  Change freq.
  Priority

---

Last Modified: 11/12/2012 10:16:42 AM

This url is a url for a DNN tab. The se information will be saved directly in the DNN tabs table

SE Title: 44chars left

SE Keywords: 260chars left

SE Description: 260chars left

This section allows for modifying the SEO information for the URL without needing to go the area of the site to modify it. In the case of a DNN page URL, this will modify the same information as going directly to DNN page information.

If it is not a DNN page URL, then the system will provide a “Lock SEO” checkbox that allows for controlling SEO information with the PackFlash system and bypass where the URL is being generated. This should be used with caution and is typically useful where the system generating the URL does not have the ability to manage the title, keywords, and description of the URL.

**NOTE:** When choosing this option, be aware that the PackFlash SEO system will ignore any changes made to the Page Title, Keywords, or Description from the originating module or system. After “locking” the SEO info, if changes are made to a Blog Entry in the Blog Module, the changes will not take effect unless the lock is removed. The system will, however, record new URLs with the appropriate SEO information from the page until that page is locked as well (if ever).

The system is designed to allow individual modules and processes continue the way they are now, record all of the appropriate information as a starting point, then allow an SEO expert/specialist to have a central place to manage and control the SE information for the entire site. This particular feature should only be used in

centralized management situations to prevent confusion as well as by individuals that are knowledgeable about SEO tactics and strategies. The “Manage Friendly URLs” page allows for making changes for each individual URL one-by-one, while exporting/importing will be able to manage the edits in bulk with familiar tools (excel) to professionals in the SEO industry.

### 3.3. Settings

The “Settings” page of the Dashboard provides management of the general rules of the system. There is a great deal of control that is possible in this area.

**Global settings**

Default Portal Alias: ☒ constellation3.packflash.com

Email address for crawler: ☒ support@constellation.packflash.com

Set system to automatically review and approve URLs that are generated by the system: ☒ ☒

[Advanced Settings ►](#)

**Manage scheduled processes**

Schedule ID	Type full name	Enabled	Frequency	Retry Time Lapse	Next start		
13	PackFlash.DNN.Modules.SEO.ScheduleCrawler.ScheduleCrawler, PackFlash.DNN.Modules.SEO.ScheduleCrawler	True	36500d	1d	12/31/2111 10:28:52 AM	<a href="#">view status/history</a>	<a href="#">Advanced Schedule Management</a>

**Manage SEO Process**

**Manage Canonical Process**

**Manage Web.config**

3.3.1. **Global Settings** – this section provides a large variety of settings that have possible large-scale implications to how the PackFlash SEO module works and performs.

- 3.3.1.1. Default Portal Alias. This dropdown will show all of the aliases of the current portal and will initially show the default of the portal. This setting is largely not used anymore and was useful when a crawler was more integral to the system.
- 3.3.1.2. Email Address For Crawler. This email is only for updates from the system and will default to the email for the Administrator of the portal.
- 3.3.1.3. Set system to automatically review and approve URLs that are generated by the system. This checkbox sets the system to automatically approve URLs as they are found by the system and make the “live” with their friendly URL immediately. This setting essentially puts the SEO system on “auto-pilot”.

Global settings

Default Portal Alias: ☒ constellation3.packflash.com ▼

Email address for crawler: ☒ support@constellation.packflash.com

Set system to automatically review and approve URLs that are generated by the system: ☒ ☒

Update

Advanced Settings ▼

Ignore Creating Friendly Urls ☒ ☐

Time to wait for Real Time page download and friendly url generation (seconds): ☒ 5

Default "Include in XML Sitemap" state: ☒ ☒

Default "Include in Text Sitemap" state: ☒ ☒

Default "include in Robots.txt" file: ☒ ☐

Relative path for XML sitemap file: ☒ /Portals/0/Sitemap.xml

Relative path for "robots.txt" file: ☒ /Portals/robots.txt [Make "robots.txt" live.](#)

After clicking the “Advanced Settings” link:

- 3.3.1.4. **Ignore Creating Friendly URLs.** This checkbox will keep the module working the current state, but no additional URLs will be discovered. This is typically useful for any debug actions of maintenance on the website
- 3.3.1.5. **Time to wait for Real Time page download and friendly URL generation (seconds).** This setting is the number of seconds that will be used to create a URL dynamically before the website visitor gets re-directed to the original URL requested. This is only useful when the system is set to automatically review and approve URLs. Set to “0” for the best performance for the website visitor.
- 3.3.1.6. **Default “Include in XML Sitemap” state.** This checkbox will determine the initial state of the “Include in XML Sitemap” setting for each new URL that is discovered by the system.
- 3.3.1.7. **Default “Include in Text Sitemap” state.** This checkbox will determine the initial state of the “Include in Text Sitemap” setting for each new URL that is discovered by the system.
- 3.3.1.8. **Default “Include in Robot.txt” file.** This checkbox will determine the initial state of the “Include in Robot.txt” file setting for each new URL that is discovered by the system.
- 3.3.1.9. **Relative path for XML Sitemap file.** This setting is the file location where the XML sitemap file will exist. The initial file location will be a temporary file location providing for testing the file before moving the location to its permanent location. It is the administrator’s responsibility to modify the file path to the appropriate location. This location should also be updated in the Webmaster Settings of Google and Bing as appropriate.
- 3.3.1.10. **Relative path for “robot.txt” file.** This setting is the file location where the robot.txt file will exist. The robot.txt file can only exist at the root of the website to work properly and there can only be one active at a time. To make the version produced by the PackFlash SEO Module, click the “Make “Robot.txt” live” button.

The text box below provides the settings that will be reflect in the robot.txt file that is produced (in addition to any modifications made at the URL level).

Modify the robots.txt header (host access only. Applies to all portals): 

```
User-agent: *
Disallow: /admin/
Disallow: /Components/
```

## Schedule Process Features Area

### Schedule Process Features ▼

Automatically Submit XML Sitemap after each Schedule Process ☒ ☐

[Download Current XML Sitemap for Review](#)

[Download Current Robot.txt File for Review](#)

Run sitemap generation process manually: ☒

[Manually Run Process Now. \(No Crawler\)](#)

Schedule process mode ☒

☐ Timer mode

☒ On Demand mode

#### 3.3.1.11. Automatically Submit XML Sitemap after each Schedule Process.

This setting will set the PackFlash SEO module to submit the XML sitemap automatically to the search engines after it is produced during the scheduled process. The system automatically is set to submit to the Bing, Google, and Ask search engines. The settings for where it will post this information is located in the following text box:

Addresses to ping with XML sitemap: ☒

```
http://www.bing.com/webmaster/ping.aspx?sitemap=[SITEMAP];http://www.google.com/webmasters/tools/ping?sitemap=[SITEMAP];http://submissions.ask.com/ping?sitemap=[SITEMAP]
```

#### 3.3.1.12. Download Current XML Sitemap for Review.

This link will allow for accessing the current XML Sitemap file. This provides a means for evaluating whether the system is working properly.

#### 3.3.1.13. Download Current Robot.txt for Review.

This link will allow for accessing the current Robot.txt file. This provides a means for evaluating whether the system is working properly.

#### 3.3.1.14. Run sitemap generation process manually.

The “Manually Run Process Now. (No Crawler)” button allows for immediately running the process in order to evaluate the system behavior.

#### 3.3.1.15. Schedule Process Mode.

This setting indicates the DNN scheduler mode. This needs to be set to “timer” for the scheduled process to run correctly and create a new XML sitemap every night.

#### 3.3.1.16. Pages to Ignore.

This text box reflects the text strings (portions of text) that will exist within a URL that tells the PackFlash module to ignore the URL. Ignoring the URL means that the URL will not be saved in the system and will not have a friendly URL created. Typical reasons for this are standard file types (such as image files like jpg, gif) as well as URLs within a checkout process of an ecommerce system where each URL is unique and a friendly URL is not needed or appropriate. Clicking the



button “Clean URL Database by Applying All known Rules” provides a way to clean out any existing URLs that were created and need to be removed.

Pages to ignore ☒

.gif, .jpeg, .jpg, .gif, .png, .js, .css, .axd, .ashx, .xml, .flv, .txt, /ctl/, ?ctl=, &ctl=, ?  
 returnurl=, &returnurl=, /popup.aspx?, /desktopmodules/, .zip, .pdf, .rar, linkclick.aspx?, .ttf, .bmp,  
 /desktopmodules/, /?url=, /portals/\_default/skins, /portals/\_default/containers, /portals/0/skins,

Clean URL Database by Applying All Known Rules

- 3.3.1.17. **Pages to add to the new system group.** This text box allows for having the system create database records, but not pay attention to them after creation. This may be useful for performance optimization, but is an advanced topic. This option was much more useful when the crawler was more used more prominently.

Pages to add to the non-system group ☒

- 3.3.1.18. **Redirect all Broken links/Deleted Pages to this page.** This setting will show all of the DNN pages on the site. This will allow for selecting a page that will be used for the “Oops” or 404 redirects of the website.


Redirect all broken/deleted links to this page: ☒ ...Oops Page



- 3.3.1.19. **Default Extension for System Generated Friendly URLs.** Extension can be blank (no extension). This setting establishes the extension that will be used at the end of the URL for every dynamically created friendly created by the PackFlash SEO module. This can only be changed by resetting the module, which will delete all data from the module. There is a button under this setting for “Change Extension” that will accomplish this function.



Default extension for System generated friendly URLs. Extension can be blank(no extension). ☒ aspx

Change site extension: ☒

- 3.3.1.20. **Method for Generating System Friendly URLs.** This setting determines if DNN page names are included in each friendly URLs that is dynamically created by the PackFlash SEO module. The setting “All URLs at Site Root” will not use DNN page names in the creation of the friendly URLs, whereas the “Preserve page Structure” option will retain the DNN page name information within the friendly URL that is created.

Method for generating system friendly URLs  ☒ All URLs at site root ☐ Preserve Page Structure


Preserve language querystring when generating friendly urls  


Remove diacritic marks from friendly urls.  


- 3.3.1.21. **Preserve language querystring when generating friendly URLs.** This setting applies to multi-cultural sites where multiple languages are used. If this checkbox is selected, the querystring for the language will be included in each friendly URL that is generated from by the PackFlash SEO module. The typical querystring for a language will look like “en-us” or “es-mx”.

- 3.3.1.22. **Remove diacritic marks from friendly URLs.** This setting will replace any non-ascii characters in a URL with a ascii version of the character when the system dynamically generates each friendly URL.

- 3.3.1.23. **Replace characters when generating friendly URLs.** This text box allows for replacement characters to be applied when each URL is dynamically generated by the PackFlash SEO module. Data has to be formatted in pairs like this [X:Y], where X is the character (or characters) that need to be replaced and Y represents the character (or characters) that will be substituted for the replaced character(s).

Replace characters when generating friendly urls. 

Force “www.” on all URLs.  ☐ To enable this options you must create a “www.” portal alias for your portal.


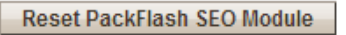
Transform all URLs to lowercase.  ☐ Please use the lowercase option with caution. Some modules might require a case sensitive url in order to work.

- 3.3.1.24. **Force “www” on all URLs.** This setting will make sure that all URLs have a “www” in them reducing the chance of duplicates further. A portal alias with the “www” needs to exist for this to work properly.

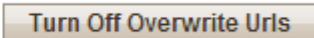
- 3.3.1.25. **Transform all URLs to lowercase.** This setting provides the ability to make all URLs convert to lowercase letters, reducing the number of variations to the URLs significantly that can be created by the system when dynamically creating URLs.

- 3.3.1.26. **Reset PackFlash SEO Module.** The “Reset PackFlash SEO Module” button will delete the entire PackFlash SEO database and set the system

back to the initial start screen. There is no undo or recovery from this step, so caution should be used when using this feature.

Reset PackFlash SEO Module (click the button to the right)  

- 3.3.1.27. **Turn On/Off Overwrite URLs for DNN Tabs.** The “Turn On Overwrite URLs” button will set the system to look up URLs that are requested by any module or DotNetNuke itself and replace them with the friendly URLs that are found in the system. This means that a re-direct will not actually occur in most cases, because the final URL (the friendly version) will be represented by the links when they are created. Because the friendly URL is stored in the cache, the system is incredibly fast. This button will toggle from an “Turn On” button to a “Turn Off” button.

Turn On/Off Overwrite Urls for DNN Tabs  

- 3.3.1.28. **Enable On Page SEO Management.** This checkbox will set the system to provide a button on the left side of the screen while users within roles determined on the “Users” page are browsing the site. This provides a very convenient way for management of URLs and duplicate URLs without requiring the user to go to the SEO Dashboard and search for the appropriate URL. “On Page Management”.

Enable On Page SEO Management  

This button will appear on the left side of the page and allow for editing of URLs via a modal window:



- 3.3.2. **Manage Scheduled Processes** – this section allows for viewing and editing of the schedule process. The scheduled process is primarily only used for creating the XML sitemap every evening. This area does not need to be changed in most cases.

Manage scheduled processes							
Schedule ID	Type full name	Enabled	Frequency	Retry Time Lapse	Next start		
13	PackFlash.DNN.Modules.SEO.ScheduleCrawler.ScheduleCrawler, PackFlash.DNN.Modules.SEO.ScheduleCrawler	True	36500d	1d	12/31/2111 10:28:52 AM	<a href="#">view status/history</a>	<a href="#">Advanced Schedule Management</a>

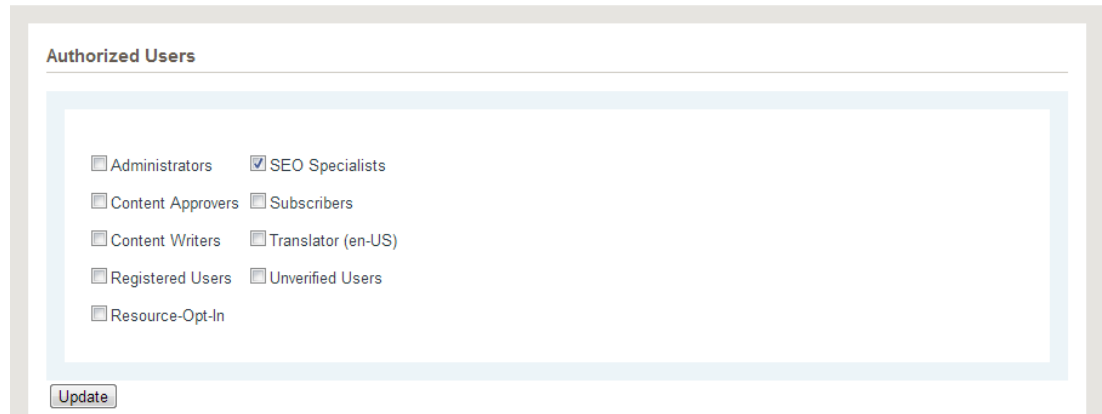
- 3.3.3. **Manage SEO Process** – The “Deactivate SEO Process for this portal” button allows for turning off the SEO module on this portal, but will leave it turned on within any other portal that the SEO module is activated on the DotNetNuke implementation. This button will toggle between an “Activate” and “Deactivate” button.

Manage SEO Process	Manage Canonical Process	Manage Web.config
<a href="#">Deactivate SEO process for this portal</a>	<a href="#">Deactivate Canonical URLs</a>	<a href="#">Uninstall module from web.config</a>

- 3.3.4. **Manage Canonical Process** – The “Deactivate Canonical URLs” button allows for turning on and off the ability for the system to discover and automatically apply canonical URLs for the system. With this turned OFF, the system will not automatically identify duplicate content and assign one of the URLs as a canonical URL. This button will toggle between an “Activate” and “Deactivate” button.
- 3.3.5. **Manage Web.Config** – The “Uninstall Module from Web.config File” button allows for completely turning off the module and all actions for all portals without requiring the module to be uninstalled. This action will make modifications to the web.config file of the DNN installation and ,therefore, cause a restart of the application. This button will toggle between an “Install” and “Uninstall” button.

## 3.4. Users

This section is for setting the roles that will be allowed to use the SEO Dashboard.



The chosen role(s) are also used to determine who gets access to “On Page Management”. If a user is within a role authorized on this page, and “On Page Management” is turned on, then the user will see a PackFlash button on the left side of the screen that allows for management of the SEO information directly from the URL, rather than requiring the user to go to the Dashboard to look up the URL individually.

The default button will look like the image below:



### 3.5. Import/Export

The import/Export screen provides the ability to manage data outside of the Dashboard by exporting the data from the system to an external file (XML or excel format). The administrator can also choose to import data in the proper format to create new records or update existing records. The system was designed to create a way to export the data to a file to have an external resource (like an SEO specialist) work on the file in a format that they can work with, such as Excel) and then allows for re-importing after the changes have been made. The import/export screen is represented in the image below:

### Import / Export

URL data can be imported and exported in either MS Excel or XML. It is suggested that you perform an export in your desired format and use this as a template to create an import file.

Import

File Location:

Root

File Name:

<None Specified>

[Upload New File](#)

Import

---

Export

Export Filetype:

☒ XML
 ☐ Excel

File Location Under Portal:

File Name:

.xml

Export

### 3.6.1. Exporting Data.

- 3.6.1.1. Exporting of data is provided to easily move the data from one portal to another as well as for the purposes of having a starting point for an SEO expert/specialist to work with in excel. That exported data can then be modified within excel and re-imported. The changes made to the excel file will be recorded in the database. This provides a means for an SEO specialist to do crucial SEO work on the website in a centralized location without having to know how the PackFlash SEO module works.
- 3.6.1.2. To Export data, choose the format (“Export filetype”) that is preferred, then choose a location where the export file is to be sent, provide a name for the file, and click “Export”. After clicking “Export”, a set of confirmation messages will be provided with information such as a success message, the number of records written to the file, and providing the specific file/location. In addition, there will be a link provided to download the file directly called “Download File”. At this point, clicking this link will download the file to your local environment/desktop. To save the file to open in Excel, right click the link and choose “Save Link As”. This will pull up a dialog box to save to any location available to your local system. A sample of this screen with an export success is shown below in the screenshot.

**Import / Export**

URL data can be imported and exported in either MS Excel or XML. It is suggested that you perform an export in your desired format and use this as a template to create an import file.

**Import**

File Location:

File Name:

[Upload New File](#)

---

**Export**

Export Filetype: ☐ XML ☒ Excel

File Location Under Portal:

File Name: \_Excel.xml

Writing Excel file was successful.  
 Number of records written to file: 969  
 File saved to: Z:\WebSites\_HTTP\constellation\_3\httpdocs\Portals\0\Docs\test\_Excel.xml  
[Download file](#)

- 3.6.1.3. Manipulating the Exported File. After downloading the file locally, the file can be manipulated by someone knowledgeable about the website and/or

SEO. The Excel output file will look like the screenshot below within Excel:

SystemID																			
SystemID	SystemName	SystemType	SystemC	SystemD	SystemE	SystemF	SystemG	SystemH	SystemI	SystemJ	SystemK	SystemL	SystemM	SystemN	SystemO	SystemP	SystemQ	SystemR	SystemS
757	-1-accountnTru	True	False	www.pac1/accounts/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	2898	www.pac1/accounts/accountnTru	1	accountn	1	accountn	1	accountn	1
758	-1-FlagAbsTru	True	False	www.pac1/FlagAbsTru/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3039	www.pac1/FlagAbsTru/title-not	1	Title Not I	1	Title Not I	1	Title Not I	1
759	-1-loadFullC	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3040	www.pac1/Desktop/title-not	1	Title Not I	1	Title Not I	1	Title Not I	1
762	-1-ReconnmeTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3041	www.pac1/Desktop/title-not	1	Title Not I	1	Title Not I	1	Title Not I	1
765	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3042	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
767	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3043	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
883	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3044	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
9	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3045	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
10	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3046	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
12	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3047	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
122	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3048	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
131	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3049	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
134	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3050	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
138	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3051	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
147	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3052	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
177	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3053	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
188	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3054	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
188	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3055	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
193	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3056	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
21	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3057	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
22	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3058	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
23	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3059	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
23	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3060	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
24	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3061	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
26	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3062	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
27	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3063	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
28	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3064	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
28	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3065	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
30	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3066	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
31	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3067	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
32	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3068	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
33	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3069	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
34	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3070	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
35	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3071	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
36	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3072	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
37	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3073	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
38	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3074	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
39	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3075	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1
40	-1-ImageChaTru	True	False	www.pac1/Desktop/11/2020/weekly	03/11/2020/20	4	6	-1	False	True	3076	www.pac1/Desktop/imageTrue	1	ImageCha	1	ImageCha	1	ImageCha	1

At this point, the file can be manipulated by hiding columns that are unnecessary to modify. At this point, columns should not be deleted, however. When the import is done, the columns should all still be present. The goal is to leave the structure in place and modify the data in the document, then to re-import so that the changes take effect. Adding rows for friendly URLs is permitted, however. If some URLs have not been discovered yet, then it is possible to add them centrally to the database through this means. This means that it could be a very useful tool for migrating a site from one system into DNN and providing a central redirect methodology for all the URLs on the previous website to pages on the new DNN site.

After cleaning up the columns by hiding them, most of the columns that need to be manipulated should be in view – the tabid, the system relative URL (the URL that was found in the crawl that DNN provided), the proposed friendly URL, the SE Title, SE Description, SE Keywords, whether the DNN Default is being used for the URL, and whether the URL has been “reviewed” (a reviewed URL is also considered approved and “live” in the system). The list will be ordered according to DNN page/tabid with the tabid = -1 meaning that the page is deleted has been re-directed to a “non-system page” (such as an email form, for example).

Make modifications to the excel/xml file as necessary to fit the need of the site by changing anything EXCEPT THE SYSTEM TABID and the SYSTEMORIGINALURLRELATIVE. These fields are provided by



DNN when the URL was discovered by the system and should not be changed. In many cases, there are multiple rows per DNN page/tabid. This could mean that multiple URLs are pointing to one URL (such as <http://www.domain.com/tabid/36/default.aspx> re-directing to <http://www.domain.com/default.aspx> on the homepage, for instance). Or it could mean that there are many distinct URLs on the page in the case of many products that could be on one DNN page in an ecommerce system.

#### 3.6.1.4. Modifying the export file in preparation to Add new URLs to the system.

- To add a new Friendly URL or Re-direct to a current URL in the system, find the row of the Excel file that has the URL that the Friendly URL or Re-direct will be directed. Then copy that row and replace the new Friendly URL or Re-direct with the one in the copied row.
- To add a new URL to the system that was not found during the crawl, use a similar process – copy a row that is most similar to the one that you are adding (ideally with the same tabid), make the appropriate changes to the content – SE title, keywords, description, URLs, etc. REMOVE THE SYSTEMID, so that the system knows that the URL does not currently have one assigned and should add it.

SystemTabID	SystemPageName	SystemOriginalURLRelative	FriendlyOriginalURLRelative	FriendlyFriendlyURL	SETitle	SEKeywords	SEDescription
1	SystemPageName	SystemOriginalURLRelative	FriendlyOriginalURLRelative	FriendlyFriendlyURL	SETitle	SEKeywords	SEDescription
2	accountinfo.aspx	/accountinfo.aspx	/accountinfo.aspx	/accountinfo.aspx	accountinfo.aspx	False	False
3	-1 FlagAsAbuse.aspx	/DesktopModules/PackFlashComments/ajax/FlagAsAbuse.aspx	/DesktopModules/PackFlashComments/ajax/FlagAsAbuse.aspx	/DesktopModules/PackFlashComments/ajax/FlagAsAbuse.aspx	Title Not Found	False	False
4	-1 LoadFullComment.aspx	/DesktopModules/PackFlashComments/ajax/LoadFullComment.aspx	/DesktopModules/PackFlashComments/ajax/LoadFullComment.aspx	/DesktopModules/PackFlashComments/ajax/LoadFullComment.aspx	Title Not Found	False	False
5	-1 RecommendComment.aspx	/DesktopModules/PackFlashComments/ajax/RecommendComment.aspx	/DesktopModules/PackFlashComments/ajax/RecommendComment.aspx	/DesktopModules/PackFlashComments/ajax/RecommendComment.aspx	Title Not Found	False	False
6	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=00A	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=00A	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=00A	ImageChallenge.captcha.aspx	False	False
7	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=07B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=07B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=07B	ImageChallenge.captcha.aspx	False	False
8	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=09B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=09B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=09B	ImageChallenge.captcha.aspx	False	False
9	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=120	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=120	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=120	ImageChallenge.captcha.aspx	False	False
10	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=121	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=121	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=121	ImageChallenge.captcha.aspx	False	False
11	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=131	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=131	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=131	ImageChallenge.captcha.aspx	False	False
12	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=141	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=141	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=141	ImageChallenge.captcha.aspx	False	False
13	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=104	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=104	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=104	ImageChallenge.captcha.aspx	False	False
14	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=111	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=111	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=111	ImageChallenge.captcha.aspx	False	False
15	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=20F	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=20F	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=20F	ImageChallenge.captcha.aspx	False	False
16	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=25F	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=25F	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=25F	ImageChallenge.captcha.aspx	False	False
17	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=289	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=289	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=289	ImageChallenge.captcha.aspx	False	False
18	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=304	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=304	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=304	ImageChallenge.captcha.aspx	False	False
19	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=305	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=305	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=305	ImageChallenge.captcha.aspx	False	False
20	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=40B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=40B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=40B	ImageChallenge.captcha.aspx	False	False
21	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=49B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=49B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=49B	ImageChallenge.captcha.aspx	False	False
22	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=4AC	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=4AC	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=4AC	ImageChallenge.captcha.aspx	False	False
23	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=4C2	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=4C2	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=4C2	ImageChallenge.captcha.aspx	False	False
24	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=4D3	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=4D3	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=4D3	ImageChallenge.captcha.aspx	False	False
25	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=50C	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=50C	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=50C	ImageChallenge.captcha.aspx	False	False
26	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=51B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=51B	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=51B	ImageChallenge.captcha.aspx	False	False
27	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=545	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=545	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=545	ImageChallenge.captcha.aspx	False	False
28	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=54E	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=54E	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=54E	ImageChallenge.captcha.aspx	False	False
29	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=552	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=552	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=552	ImageChallenge.captcha.aspx	False	False
30	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=553	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=553	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=553	ImageChallenge.captcha.aspx	False	False
31	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=563	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=563	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=563	ImageChallenge.captcha.aspx	False	False
32	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=566	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=566	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=566	ImageChallenge.captcha.aspx	False	False
33	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=65C	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=65C	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=65C	ImageChallenge.captcha.aspx	False	False
34	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=687	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=687	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=687	ImageChallenge.captcha.aspx	False	False
35	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=711	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=711	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=711	ImageChallenge.captcha.aspx	False	False
36	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=743	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=743	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=743	ImageChallenge.captcha.aspx	False	False
37	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=792	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=792	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=792	ImageChallenge.captcha.aspx	False	False
38	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=7AD	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=7AD	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=7AD	ImageChallenge.captcha.aspx	False	False
39	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=7D5	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=7D5	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=7D5	ImageChallenge.captcha.aspx	False	False
40	-1 ImageChallenge.captcha.aspx	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=7E7	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=7E7	/DesktopModules/PackFlashComments/ImageChallenge.captcha.aspx?captcha=7E7	ImageChallenge.captcha.aspx	False	False

3.6.2. **Importing Data.** To import data, choose a folder location and a file within that folder on the web server and click the “Import” button. If the file is currently on the desktop/network instead of on the web server, to send the file to the web server...click the “Upload New File” Link, then use the browse button to find the

file on the desktop/network. At this point, make sure you have the folder selected that you want the file to be uploaded to and click the “Upload Selected File” link. This will send the file to the web server. The last step is to verify the folder and file, and if acceptable, click the “Import” button. The system will provide a confirmation message. Below are snapshots of the before screen of the “import” section and the screen after clicking to “Upload New File” and allowing for browsing for the file on the desktop/network.

## 3.6. Manage Duplicate URLs

The “Manage Duplicate URLs” section provides the ability to modify the canonical URLs of the system. Canonical URLs are a way of telling the search engines that the “canonical” (or default) content lives at a different location. This process reduces/minimizes (or eliminates) the problem of duplicate content on a website.

**Manage Duplicate URLs**

Search for Canonical Urls

Pages: 1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#)

Page Info
<a href="#">Events ▶</a>
<a href="#">John ▶</a>
<a href="#">Kings Video ▶</a>
<a href="#">Test ▶</a>
<a href="#">DNN Partner Page ▶</a>

In the case of PackFlash SEO, the module automatically finds pages/URLs that it considers duplicates. The definition of duplicate content is the same exact SEO meta title, SEO meta description, and SEO meta keywords. If all of these are the same, then the system will associate them. The first URL discovered will be assigned the canonical (or default). In order to select a different canonical URL, find the title of the page, click on the title to expand to see all of the versions, and choose the URL that should be the canonical by clicking the “Make Canonical” button next to the URL in question.

Pregis - IntelliPack ▼

All URLs	
Current Canonical	<a href="http://constellation.packflash.com/DemoInfo/tabid/85/ArticleID/45/Pregis-IntelliPack.aspx">http://constellation.packflash.com/DemoInfo/tabid/85/ArticleID/45/Pregis-IntelliPack.aspx</a>
<input type="button" value="Make Canonical"/>	<a href="http://constellation.packflash.com/ResourceCenter/ResourcesDetail/tabid/104/ArticleID/45/Pregis-IntelliPack.aspx">http://constellation.packflash.com/ResourceCenter/ResourcesDetail/tabid/104/ArticleID/45/Pregis-IntelliPack.aspx</a>
<input type="button" value="Make Canonical"/>	<a href="http://constellation.packflash.com/LatestThinking/Blog/BlogPost/tabid/103/ArticleID/45/Pregis-IntelliPack.aspx">http://constellation.packflash.com/LatestThinking/Blog/BlogPost/tabid/103/ArticleID/45/Pregis-IntelliPack.aspx</a>

This approach will work with content shared through cross-portal sharing removing any concerns that the search engines will penalize the website for duplicate content.

### 3.7. Manage Bulk Edits

The “Manage Bulk Edits” screen is for setting the SEO information top-down and in a group according to the DNN page/Tabid rather than having to go to each URL to set them. When the system first was initiated, it went to pick up as much information from the setting of the DNN pages as possible such as the Change Frequency and Priority set for the pages, then it cascaded that information to all of the URLs that would on those pages as well. The screen below provides the ability to edit those settings and, if required, cascade them down to any other URL on those pages (it has the ability to skip pages that have been changed specifically at the URL level as well).

### Bulk Edits by Site Section

Edits to parent pages can cascade to child pages if you choose.

Pages: 1 2 3 4 5

ID	Name	Include in XML sitemap	Include in Text sitemap	Include in Robot.txt file	Use DNN default	Change freq.	Priority	Allow grouping of pages		
402	Global Defaults	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
397	.....Home	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
374	.....Our Clients	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
375	.....Client Details	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
377	.....About Us	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
378	.....Gallery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
379	.....Job Details	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
464	.....Meet Our Prez	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
471	.....Our Team	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
476	.....Team Bio Detail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
474	.....Join the Team!	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
1682	.....Test	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
380	.....Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>
381	.....Resource Center	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Review</a>

To make changes to any DNN page/Tabid, click the “Edit” button on the right side of the row that the changes are to be made. Make any necessary changes, and click “Save”. To cancel any changes, click “Cancel”. A “Save” action will produce a pop-up dialog box asking if the changes are to be made to all the URLs with the same Tabid. For instance, if a DNN page/Tabid was chosen called “Blog Details” that had 1000 blog entries on the page, the system would allow an administrator to change the priority or frequency on all of the pages at one time on this screen. Click the appropriate decision button and the action will be saved.

ID	Name	Include in XML sitemap	Include in Text sitemap	Include in Robot.txt file	Use DNN default	Change freq.	Priority		
420	Global Defaults	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	weekly ▾	0.5 ▾	<a href="#">Save</a> <a href="#">Cancel</a>	<a href="#">Review</a>

The “Review” link on the right side of each row allows the user to jump to the “Manage Friendly URLs” screen with the appropriate DNN page/Tabid group chosen. The list is pre-sorted for the user.